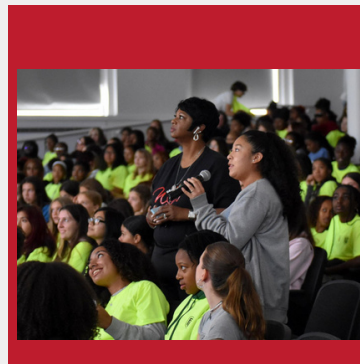
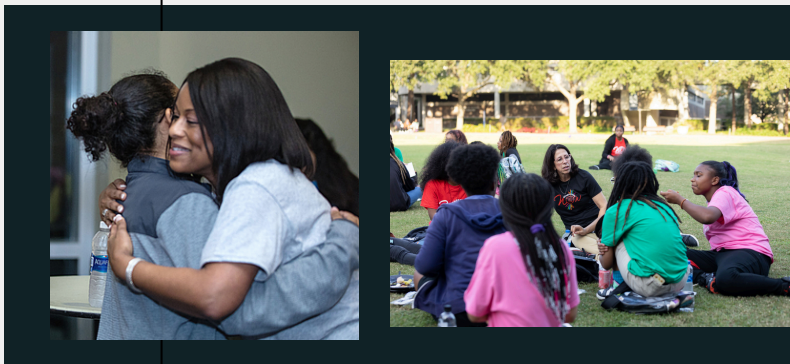


GENERATION *W* Impact Report



03.28.25



Saying Hi

At Generation W, our work has always been grounded in a simple but powerful idea:

When we take the time to come together—to connect, to learn, and to grow—we create impact that extends far beyond a single moment.

In 2025, that idea came to life through our theme: EXPLORE.

As the year unfolded, it became clear why this message resonated so deeply. People are not only seeking space to center themselves, but also a place to gather in shared pursuit of the common good.

EXPLORE gave us permission to pause, to stay curious, and to open ourselves to new perspectives. In doing so, we strengthened our connection to ourselves, to one another, and to the communities we serve.

That same spirit is reflected across all of our work.

Through Generation WOW, we continue to invest in the next generation—empowering more than 1,000 girls this year to see what is possible for their futures and the impact they can make. Their confidence, curiosity, and leadership inspire us all.

Through REfresh—our year-round virtual conversation series, which reached its 100-episode milestone—and Generation Works, our dedicated day of service supporting local schools and nonprofit organizations, we extend this impact throughout the year. These initiatives create meaningful opportunities to engage, give back, and grow together.

Over time, Generation W has become a trusted space where people gather not only to be inspired, but to carry that inspiration outward—into their lives, their work, and their communities.

None of this happens without the strength of our community. I am deeply grateful to our board of directors, advisors, partners, and volunteers for your continued belief, encouragement, and support.

And to all who are part of Generation W—thank you.

Together, we are shaping a future grounded in positivity, possibility, and purpose.

Here's to continuing to explore—and to creating even greater impact ahead.

Best regards,
Donna Orender



GENERATION

W



THIS IS US, OUR VISION, BELIEFS AND MISSION.

About **GENERATION W**

AN EVER GROWING AND ENTHUSIASTIC COMMUNITY WITH THE MISSION TO EDUCATE, INSPIRE, CONNECT, AND FUEL THE POWER OF LEADERSHIP. WE ARE A NATIONALLY RECOGNIZED NON-PROFIT WHOSE ACTION-ORIENTED PROGRAMS ARE DESIGNED TO CREATE AWARENESS AND PROPEL CHANGE.

VISION:

GENERATION W ELEVATES THE HUMAN SPIRIT - INSPIRING ACTION, CONNECTION, AND COMMUNITY.

MISSION:

CREATE CREATIVE AND PROFESSIONAL DESIGN SOLUTIONS.

BELIEFS:

WE BELIEVE:
IN THE POSITIVE & THE POSSIBLE

EVERY VOICE HAS VALUE

THE ABILITY TO CONNECT IS A SUPERPOWER

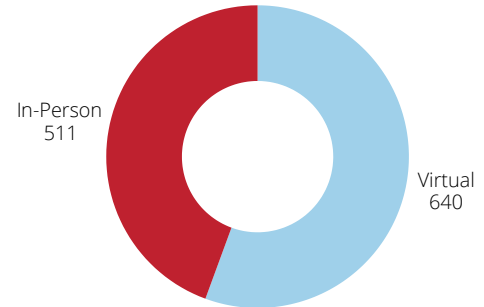
WHEN YOU LIVE & LEARN TOGETHER,
YOU CAN LEAD TOGETHER



03.08.2025

Introduction

Generation W is a nationally recognized thought leadership event that brings together diverse voices and meaningful conversations to expand perspective, strengthen connection, and support personal and professional growth.



Key Impact Metrics



97% of attendees said Generation W EXPLORE helped them gain practical insights they can apply immediately in their personal and professional lives.



98% of attendees reported leaving Generation W EXPLORE feeling more confident, connected, and inspired to take their next step.



Generation W REfresh is a virtual interview series hosted by Donna Orender that brings the community together through meaningful conversations that inspire connection, learning, and growth.



Episode milestone celebrated



Viewers engaged

Conversations that inspired learning and new perspectives learning, and growth.



Generation WORKS celebrated its 10th anniversary in partnership with Deutsche Bank, bringing people together for a powerful day of service rooted in passion, purpose, and meaningful, hands-on impact in our local communities.



Volunteers



Impact Projects



Hours



Work Sites

Together, these efforts left handprints and heart prints across our community, bringing new life, care, and connection to our neighbors.



Introduction

Generation WOW is a leadership, education, and mentorship program grounded in the power of the Positive and the Possible. Through WOW the Experience and school-based programming, it builds the 5 C's – Confidence, Connection, Curiosity, Courage, and Community – while creating opportunities for growth and future possibility.

Key Impact Metrics WOW the Experience

Participants	Girls Engaged	Mentors, Educators, & Volunteers	Lasts Beyond the Day
500+	414	80+	Confidence!

Impact



Since 2013, Generation WOW has helped girls build confidence, become their very best selves, and connect with leaders in their communities.

13,500+
Girls Impacted

33
WOW Events in
6 Markets

44
WOW Programs

Mentorship

The mentorship work continues to elevate with a strong focus on the match process and strengthening accountability for mentors and mentees.

- 42 Mentors
- 48 Mentees

99%

99% of WOW girls who attended WOW said they felt like they were part of a supportive community.

96%

96% of WOW girls who attended WOW said they felt more courageous to try new things after attending the event.

Field Trips

In the field experiences are a powerful way for girls to better understand the wide range of of career opportunities available to them as they start thinking about their futures and setting their goals. *Mayo Clinic, UNF & First Horizon Financial Literacy, JEA, Sysco, Channel 4 WJXT*

96%

of mentors made connections with their mentee that they are happy with

92%

of mentors said they have had a good or great experience as a mentor

THANK YOU!

Thank you to the Generation W Board, WOW Advisory Board, Volunteers, and 2025 Partners for your commitment to our collective mission and making the Positive and the Possible a reality!

2025 GENERATION W BOARD

DR. OLEND A JOHNSON
Generation W Board Chair | Professor of Strategic Leadership & Leader Development, College of Leadership & Ethics | U.S. Naval War College

LISA SHALETT
Retired Partner, Goldman Sachs | Co-Founder of Extraordinary Women on Boards

JAMIE OLKEN
Mental Health Professional

DARNELL SMITH
North Florida Market President, Florida Blue

MICHAEL WARD
Philanthropist | Retired Chairman & CEO CSX Corp.

MELINDA WOLFE
Executive Coach | HR

LISA PALMER
President and CEO, Regency Centers

2025 GENERATION WOW ADVISORY BOARD

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Retired Global Healthcare Exec.

Debbie Banks
Community Volunteer

Michelle Braun
Retired, CEO, United Way NEFL

Mary Jackson
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Taj McWilliams-Franklin
Player Relations & Development Manager, WNBA

Martha Pretelt
VP, COO Business Management & Strategic Initiatives, FIS

Michael Ward
Philanthropist | Retired Chairman & CEO CSX Corp

Raven Simmons
Director of Customer Experience at JEA

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Mills


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NESANNE UMBEHANT

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